

**REMARKS**

Reconsideration and allowance of the subject application are respectfully requested. Claims 1-3, 5-8, 10-15, 17-21, and 23-33 remain pending in the present application, claims 1, 6, 11-13, 19, and 25-27 being independent. In this Reply, Applicants have amended all independent claims and dependent claims 28-33.

**Prior Art Rejection**

Claims 1-3, 5-8, 10-15, 17-21, and 23-33 stand rejected under 35 U.S.C. § 103 as being unpatentable over *Moghadam et al.* (U.S. Patent 5,799,219, hereinafter "*Moghadam*") in view of *Farros et al.* (U.S. Patent 5,930,810, hereinafter "*Farros*"). This rejection, insofar as it pertains to the presently pending claims, is respectfully traversed.

Regarding independent claims 1, 6, 12, 13, 19, 26, and 27, these claims each require that both picture image data and "printing service information" be recorded in a recording medium. As discussed in the disclosure, storing the "printing service information" on the recording medium along with the picture image data allows such information to be updated so that the user is aware of current printing capabilities of the printing service provider at the time of ordering prints. For example, as illustrated in Fig. 2, a "menu" of services (described in the specification as part of an "order screen") associated with picture image data may be updated when there has been a change in printing service options available. (See e.g., order screens 12 and 13 in Fig. 2).

As discussed in the Reply dated December 5, 2001, Applicants fail to find any teaching in *Moghadam* that the "menu" displayed to the user for print selection is recorded in a recording medium with the picture data. Instead, Applicants submit that the menu of

*Moghadam* is fixed. Referring to Fig. 3 (showing a menu display), the fact that the menus are displayed on the data inputting screen demonstrates that the menu itself is not information retrieved from the recording medium containing the picture image data. With regard to independent claims 11 and 25, these claims specify that "the photofinishing system associates updated printing service information with the image data indicating current printing service capabilities of the print generating unit." Applicants fail to find any teaching or suggestion of such a feature in *Moghadam*.

In response to the remarks submitted with the Amendment of December 5, 2001, the Examiner states on pages 2-3 that:

Moghadam et al. teach communication protocol, agency name, mailing address, billing and image control data magnetically recorded on a recording medium that also stores image data ('219, column 6, lines 28-60) and displaying this data at a user controlled device, such as a computer ('219, figures 3 and 5; column 5, lines 60-65; column 7, lines 3-65). Similarly, Farros et al. teach printing service information stored in computerized files (e.g. recording medium) ('810, column 4, lines 17-21 and 37-42) and a user that interacts with this data in order to create a print order (e.g. displaying printing information to a user) ('810, figures 7 and 8; column/line 10/38-11/21). Farros et al. also teach storing a print order on a floppy disk (e.g. recording medium) and sending it to a remote site for processing ('810, column 11, lines 22-67). Hence, the references clearly teach "printing service information" and picture image data being stored on a recording medium. Regarding "...updated printing service information...", Farros et al. provide this data to the user through the use of receipts and visual confirmation which verify the services ordered by a user ('810, column 11, lines 22-67).

While the above-identified features of the applied references refer to the ability to change certain print information, a characteristic feature of the present invention, as further emphasized by the claim amendments presented herein, is that the print service information can be updated so as to generate an order screen that is itself updated. As an

example covered by the claims, if it is initially possible to provide services A, B, and C to the user, services A, B, and C are displayed in the order screen. Subsequently, in cases where it becomes impossible to provide service A, only services B and C are displayed in the order screen. Furthermore, in cases where it becomes possible to provide an additional service D to the user, services B, C, and D are displayed in the order screen according to the present invention.

Applicants respectfully submit, particularly in view of the clarifying amendments presented herein, that the asserted combination of *Moghadam* and *Farros* fails to establish *prima facie* obviousness of any pending claims.

Furthermore, Applicants direct the Examiner's attention to amended dependent claims 28-33 which further emphasize a characteristic feature of the present invention described above.

In view of the above, Applicants respectfully request reconsideration and withdrawal of the Examiner's rejection under 35 U.S.C. § 103.

#### **CONCLUSION**

Applicants respectfully request that the Examiner enter the amendments presented herein. These amendments have been presented to clarify a feature which clearly distinguishes over the prior art and, thus, should not raise further issues that require further consideration and/or search. Alternatively, Applicants request that these amendments be entered to place the application in better form for appeal.

Should there be any outstanding matters which need to be resolved in the present application, we respectfully request the Examiner to contact the undersigned at (703) 205-

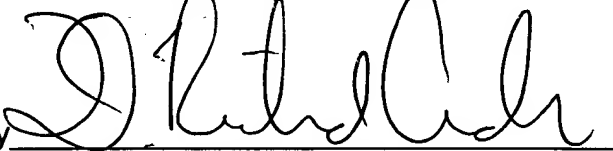
8000, to conduct an interview in an effort to expedite prosecution in connection with the present application.

Applicants respectfully petition for a three (3) month extension of time pursuant to 37 C.F.R. §§ 1.17 and 1.136(a). A check in the amount of \$920.00 in payment of the extension of time fee is attached hereto.

If necessary, the Commissioner is hereby authorized in this, concurrent, and future replies, to charge payment or credit any overpayment to Deposit Account No. 02-2448 for any additional fees required under 37 C.F.R. § 1.16 or under 37 C.F.R. § 1.17; particularly, extension of time fees.

Respectfully submitted,

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Attachment: Version With Markings to Show Changes Made

**VERSION WITH MARKINGS TO SHOW CHANGES MADE**

**IN THE CLAIMS:**

The claims have been amended as follows:

1. (Four Times Amended) A picture print ordering method which orders a print of a picture image by generating print ordering information comprising electronic data in a predetermined standard to be processed by a predetermined photo finishing system, comprising the steps of:

recording high resolution picture image data obtained by reading a developed film and printing service information regarding the printing service which can be provided for the high resolution picture image data in a predetermined recording medium, said printing service information being updateable information for use in generating an updateable order screen displaying available printing services from which a user selects;

displaying the printing service information and the image data recorded in the recording medium so as to display said order screen when the print ordering information for requesting a printing service regarding the image data recorded in the recording medium is generated; and

generating the print ordering information by using the displayed printing service information;

wherein the printing service information includes a plurality of attributes including size and kind and the name of an apparatus and/or a service provider by which the printing service information has been recorded in the recording medium.

6. (Four Times Amended) A picture print ordering system which orders a print of a picture image by generating print ordering information comprising electronic data in a predetermined standard to be processed by a predetermined photo finishing system, comprising;

printing service information recording means which records high resolution picture image data obtained by reading a developed film and printing service information regarding the printing services which can be provided to the high resolution picture image data in a predetermined recording medium, said printing service information being updateable information for use in generating an updateable order screen displaying available printing services from which a user selects;

display means which displays the printing service information recorded in the recording medium and the image data so as to display said order screen when the print ordering information for requesting a printing service regarding the image data recorded in the recording medium is generated;

input receiving means which receives input of a variety of instruction information using the displayed printing service information; and

print ordering information generating means which generates the print ordering information by using the displayed printing service information received by the input receiving means;

wherein the printing service information includes a plurality of attributes including size and kind and the name of an apparatus and/or a service provider by which the printing service information has been recorded in the recording medium.

11. (Four Times Amended) A photo finishing system comprising image data obtaining means which obtains high resolution picture image data, print ordering information obtaining means which obtains print ordering information regarding the high resolution picture image data, and print generating means which carries out a variety of printing processing based on the print ordering information, wherein

the print ordering information obtaining means obtains print ordering information generated using printing service information and the high resolution picture image data displayed on a predetermined order screen as print services which can be provided for the high resolution picture image data, said printing service information being updateable information for use in generating an updateable order screen displaying available printing services from which a user selects, and

the print generating means carries out a variety of printing processing for providing the printing service displayed as the printing service information, based on the print ordering information;

wherein the printing service information includes a plurality of attributes including size and kind and the name of an apparatus and/or a service provider by which the printing service information has been displayed on the order screen and the photo finishing system associates updated printing service information with the image data to indicate current printing service capabilities of the print generating means.

12. (Four Times Amended) A recording medium wherein a program is stored by means of which a computer generates print ordering information in order to order a print of a picture image, said print ordering information comprising electronic data in a predetermined standard to be processed by a predetermined photo finishing system, the program comprising the steps of:

displaying printing service information, said printing service information being updateable information for use in generating an updateable order screen displaying available printing services from which a user selects, and high resolution picture image data of the picture image recorded in a predetermined recording medium on a display apparatus connected to the computer;

enabling instruction information using the displayed printing service information to be [inputted] inputted by a variety of input devices of the computer; and

generating the print ordering information based on the instruction information input by the variety of input devices;

wherein the printing service information includes a plurality of attributes including size and kind and the name of an apparatus and/or a service provider by which the printing service information has been recorded in the recording medium.

13. (Three Times Amended) A picture print ordering method comprising the steps of:

recording high resolution picture image data, obtained by reading a developed film, and printing service information regarding printing services, which can be provided for the high resolution picture image data, on a recording medium by a photo finishing system,



said printing service information being updateable information for use in generating an updateable order screen displaying available printing services from which a user selects;

displaying the printing service information and the high resolution picture image data from the recording medium at a user device[.]; and

generating print ordering information identifying print services desired for the high resolution picture image data at the user device, using the displayed printing service information;

wherein the printing service information includes a plurality of attributes including size and kind and the name of an apparatus and/or a service provider by which the printing service information has been recorded in the recording medium.

19. (Three Times Amended) A picture print ordering system comprising:

a first recording unit for recording high resolution picture image data, obtained by reading a developed film, and printing service information regarding printing services which can be provided for the high resolution picture image data on a recording medium by a photo finishing system, said printing service information being updateable information for use in generating an updateable order screen displaying available printing services from which a user selects;

a display unit for displaying the printing service information and the high resolution picture image data from the recording medium at a user device; and

a generating unit for generating print ordering information identifying print services desired for the high resolution picture image data at the user device, using the displayed printing service information;

wherein the printing service information includes a plurality of attributes including size and kind and the name of an apparatus and/or a service provider by which the printing service information has been displayed.

25. (Three Times Amended) A photo finishing system comprising:

an image data obtaining unit which obtains high resolution picture image data from a user;

a print ordering information obtaining unit which obtains print ordering information regarding the high resolution picture image data from the user; and

a print generating unit which carries out a variety of printing processes based on the print ordering information, wherein the print ordering information is generated using printing service information, said printing service information being updateable information for use in generating an updateable order screen displaying available printing services from which a user selects, and the high resolution picture image data displayed on a user device;

wherein the printing service information includes a plurality of attributes including size and kind and the name of an apparatus and/or a service provider by which the printing service information has been recorded in the recording medium and the photo finishing system associates updated printing service information with the image data to indicate current printing service capabilities of the print generating unit.

26. (Three Times Amended) A computer program embodied on a computer-readable medium for ordering prints comprising:

a recording source code segment for recording full image picture data, obtained by reading a developed film, and printing service information regarding printing services which can be provided for the high resolution picture image data on a recording medium by a photo finishing system, said printing service information being updateable information for use in generating an updateable order screen displaying available printing services from which a user selects;

a displaying source code segment for displaying the printing service information and the high resolution picture image data from the recording medium at a user device; and

a generating source code segment for generating print ordering information identifying print services desired for the high resolution picture image data at the user device, using the displayed printing service information;

wherein the printing service information includes a plurality of attributes including size and kind and the name of an apparatus and/or a service provider by which the printing service information has been recorded in the recording medium.

27. (Three Times Amended) A medium comprising:

a first recording area for recording picture image data with high resolution; and

a second recording area for recording information regarding printing services, said printing service information being updateable information for use in generating an

updateable order screen displaying available printing services from which a user selects,  
wherein the picture image data with high resolution and the information regarding printing  
services are provided together to a customer;

the customer ordering a print out according to the information regarding printing  
services and the picture image data with high resolution;

wherein the information regarding printing services includes a plurality of attributes  
including size and kind and the name of an apparatus and/or a service provider by which  
the printing service information has been produced.

28. (Amended) The picture print ordering method according to claim 1, wherein the  
printing service information is updated printing service information [indicating current  
printing service capabilities of a printing service provider that processed the picture image  
data] for updating the order screen and/or deleting a service which cannot be provided to  
the user from the order screen.

29. (Amended) The picture print ordering system according to claim 6, wherein the  
printing service information is updated printing service information [indicating current  
printing service capabilities of a printing service provider that processed the picture image  
data] for updating the order screen and/or deleting a service which cannot be provided to  
the user from the order screen.

30. (Amended) The picture print ordering method according to claim 13, wherein the printing service information is updated printing service information [indicating current printing service capabilities of the service provider] for updating the order screen and/or deleting a service which cannot be provided to the user from the order screen.

31. (Amended) The picture print order system according to claim 19, wherein the printing service information is updated printing service information [indicating current printing service capabilities of the service provider] for updating the order screen and/or deleting a service which cannot be provided to the user from the order screen.

32. (Amended) The invention according to claim 26, wherein the printing service information is updated printing service information [indicating current printing service capabilities of the service provider] for updating the order screen and/or deleting a service which cannot be provided to the user from the order screen.

33. (Amended) The invention according to claim 27, wherein the information regarding printing services is updated information [indicating current printing service capabilities of the service provider] for updating the order screen and/or deleting a service which cannot be provided to the user from the order screen.